

Program Data Sheet

Name of Event: Sweetheart Swim (pool fees waived for anyone wearing pink or red)		x	Pilot Program
			Revised program
			Repeat Program
Date: 2 /14/2004	Day of Week: Saturday	Time: all day	
Location: Indoor Pool	Information Phone #:	Price: free admittance	
Program Coordinator:			
Phone #:	Fax #:	e-mail Address:	
Purpose of the Event: To promote the pool, Free admittance to the pool if pink or red is worn			
Indicator/Measure of Success: Number of visitors to the pool			
After Action Report (AAR) Comments from Prior Event(s): 			

Key POCs

Name	Requirements	Phone #	Fax #	e-mail	Actions
Casemate, Web	Publicity				
	Equipment				
	Supplies				
	Audio/video				
	Decorations				
	Food & Beverages				
	Procurement				
	Set-up / Clean-up				
	Other				

After Action Report

Financial Analysis

Sales:		Notes: The event
COGS:		
Other Revenues:		
Labor:		
Other Expenses:		
NIBD:		

Program Analysis

Attendance: 0	
Indicator/Measure of Success:	
Elements to Change:	
Elements to Eliminate:	
Elements to Add:	
Other Comments:	
The pools usage on this Saturday was uncharacteristically slow.	